

Faithful Platform

ENGAGEMENT RINGS & FINE JEWELRY



2025

Press Kit



(859) 684-4505



WWW.FAITHFULPLATFORM.COM



USA



7.6K+

COUPLES SERVED

1.1K+

CERTIFIED 5-STAR
GOOGLE REVIEWS

\$2.3M

SAVED ON RETAIL
MARKUPS IN 2024

About Faithful Platform

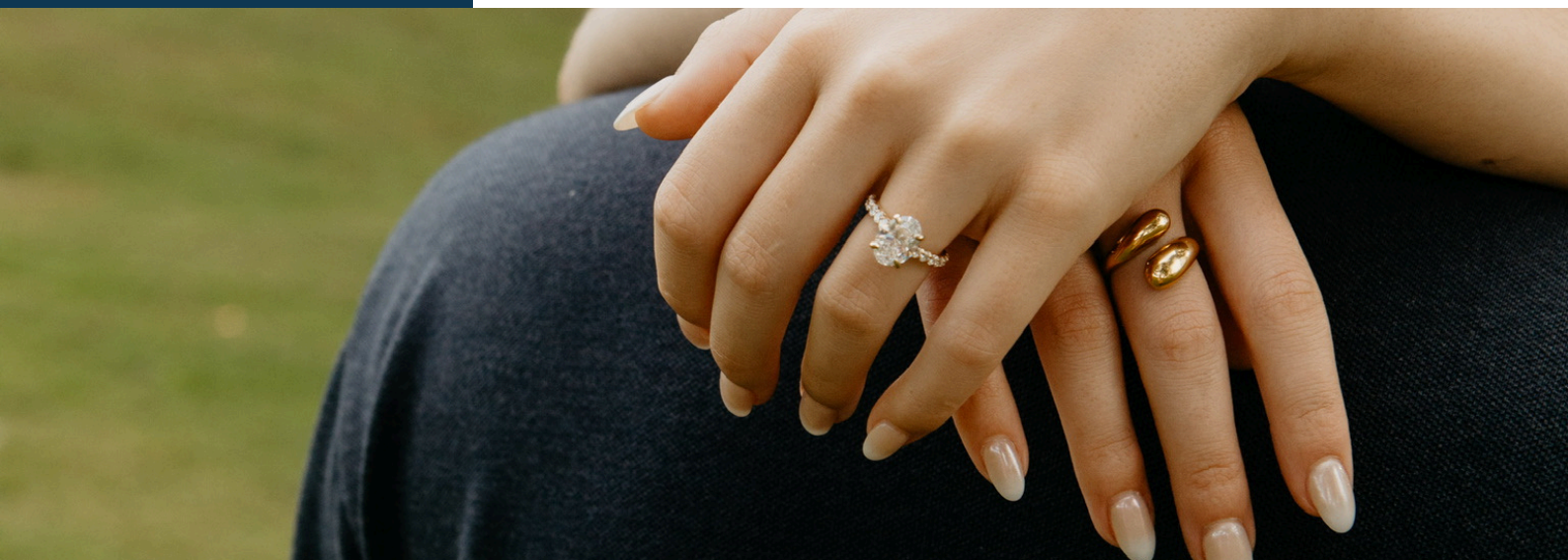
Faithful Platform is a groundbreaking jewelry company combining the affordability of online shopping with the personalized, one-on-one service typically found in brick-and-mortar stores. Founded in 2016 by Austin Willard, a third-generation jeweler, the company has helped over 7,000 couples in all 50 U.S. states and nine countries save \$2.5 million in retail markups in 2024 alone.

With a mission to revolutionize the engagement ring buying experience, Faithful Platform emphasizes transparency, education, and relationship-building, empowering couples to invest in their marriages while securing high-quality engagement rings at affordable prices.

Our Mission

At Faithful Platform, we believe that purchasing an engagement ring should be a joyful and stress-free experience. We are passionate about educating our clients so they fully understand their purchase, and we aim to make this significant moment affordable, meaningful, and empowering for couples.

Through our nonprofit arm, Faithful Platform Foundation, we reinvest in communities, offering resources like conferences, retreats, books, and counseling to support thriving marriages.



What Sets Us Apart

KEY FACTS

Founded: 2016

Founder & CEO: Austin Willard

Headquarters: Lexington, KY

Impact:

- Over 7,600 couples served
- \$2.3 million saved on retail markups in 2024
- 1000+ 5-star Google Reviews
- Clients in all 50 U.S. states and 9 countries

Unique Selling Points:

- Competitive pricing without high markups
- Personalized, one-on-one service
- Extensive client education on diamonds and jewelry



KEY OFFERINGS

- Custom engagement rings and wedding bands
- Diamond education consultations
- Natural and lab-grown diamonds and gemstones
- Free resources for couples through FP Foundation

✓ Transparency

Detailed education on the diamond-buying process.

✓ Savings

Clients often save 20–40% compared to traditional retailers.

✓ Service

Exceptional personalized consultations, often cited as the #1 reason clients recommend Faithful Platform.

✓ Social Impact

Dedicated to strengthening marriages and reducing divorce rates through the FP Foundation.

Testimonials



"I want to thank everyone at Faithful Platform for helping make this a reality for me and my now fiancée, we love each other - as well as the ring! There's a reason they have 5/5 stars with hundreds of reviews - they truly care about the customer experience and want to provide the best ring for the absolute best price (I checked, and would've got A LOT less ring if I went with another company) You simply can't go wrong with Faithful Platform."

— Andrew B. —



""Going with FP led to the most relational buying experience I could have imagined. They make money by selling jewelry, but they undeniably deserve it for the work they do. I do not feel like a number, and looking at the price of my engagement ring on other websites and stores, it is clearly they do not do this for "numbers". Everyone at FP has a huge heart and they are doing meaningful work. They are the kind of people you want to support."

— Glenn J. —



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